

WIN (Wellness IN) the Home

Become a Critical Viewer

Today I learned how we are bombarded with media messages about how we should look. Advertisers sell products and often appeal to our desires and feelings. This worksheet can help us become more critical viewers of these messages.



Please watch some television ads, listen to some radio ads or look at some magazine ads with me and help me complete this worksheet.

1. Describe one of the ads you saw or heard. (If you select a magazine ad, cut it out and tape it to the back of this worksheet, if possible.)
2. What emotion or feeling was used to help sell the product? There may be more than one. (Examples: happiness, sadness, love, excitement)
3. What does the ad say the product will do for you?
4. Do you believe the product will do this? Why or why not?

Thank you for your help. I will share what we found with my class.

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Eat Smart Be Smart